

Crossroads of commerce

Hagerstown Washington County, MD Economic Development Commission

EDC Launches New Website and Logo

The Hagerstown-Washington County Economic Development Commission (EDC) just launched an updated version of its web site - www.hagerstownedc.org. The website incorporates the new EDC logo and unveils the EDC's new marketing approach featuring Hagerstown-Washington County as the *Crossroads of Commerce*. This theme builds upon the area's strategic location near Interstates 70 and 81 and will be used to market the additional growing strengths of the community.

In order to help set a new economic scene for the future, the EDC plans to use this new marketing concept to raise the perception level of the Hagerstown-Washington County area. Over the past decade, strong manufacturing, service, and logistics industries have developed. Paired with a successful business climate, the area's locale has helped create the economic infrastructure that will advance the local economy into a new era. The EDC's clean, updated, and cutting-edge image will now correlate with the growing opportunities for businesses here.



"The new website and logo reflect our community's improving demographic profile, educational opportunities, and business climate which better positions Washington County to attract businesses that pay higher wages," said Timothy R. Troxell, CECD, EDC executive director. "It helps us toward accomplishing our mission to be the most effective provider of information and strategic solutions to existing and prospective businesses, as well as the leading marketer of the greater Hagerstown area as a desirable business destination."

In the highly competitive field of business retention and recruitment, many businesses and site location consultants are conducting research about communities on the Internet before ever contacting local economic development professionals. Frequently, communities are solely evaluated based on the information found online and eliminated as a potential location—without the economic development professionals knowing their location was ever under consideration. The new, attractive and well-designed website was specifically crafted to meet site consultant needs as they can easily

explore the reasons why Hagerstown-Washington County is an excellent place to do business.

A variety of innovative tools have been incorporated to help users access the many resources available on the site. Those tools include a searchable database of all the major available office and industrial buildings and sites in Washington County as well as helpful links to business climate, incentive, demographic and quality of life related information. The *Featured Resources* link includes electronic versions of the

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Employees with increased workforce skills and education are relocating from the "big city" to live in Hagerstown-Washington County for an excellent quality of life and lower cost of living; however, many are still commuting to the Baltimore-Washington Metropolitan area to work. The EDC will continue to target higher paying industries for local economic growth that will offer opportunities for all residents to work where they live.

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EDC Announces New Board of Directors Leadership Team & Appointments

The EDC announces one new appointment and three re-appointments for its Board of Directors.

The Commission welcomes Mr. Richard Seibert to the Board of Directors as a Greater Hagerstown Committee representative. Mr. Seibert will serve a three-year term which began July 1, 2008 to coincide with the retirement from the board of Mr. James P. Hamill who has served since 2002.

Mr. Seibert is Managing Partner of Knob Hall Winery and Vineyard in Clear Spring, Maryland. He holds a Bachelor of Science degree from the University of Maryland College Park and a Master of Science degree from American University. He has also completed course work at the Harvard School of Public Health. Prior to his position

with Knob Hall, he was the Executive Vice President and Chief Operating Officer of the Annapolis Center for Science-Based Public Policy. He has also served as a past Chairman of the National Energy Resources Organization (NERO).

The Washington County Board of County Commissioners has also approved the re-appointment of Timothy Henry of Centra Bank to a second three-year term. Mr. Henry serves as the current Chair of the Board and is a Chamber of Commerce representative. Gary L. Davis has been re-appointed to his second three-year term to the board as an At-Large member. Stuart L. Mullendore of HBP, Inc. has been appointed to his first three-year term as an At-Large member. He

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Hagerstown Job Market Expected to be Among Strongest in Nation

Hagerstown area employers expect to hire at a bullish pace during the third quarter of 2008, according to the Manpower Employment Outlook Survey.

Among survey participants, the Hagerstown area employment outlook is the fourth strongest in the nation.

From July to September, 53% of the companies interviewed plan to hire more employees, while 3% expect to reduce

their payrolls, according to Manpower spokesperson Bob Jeffers. Another 44% expect to maintain their current staff levels.

"Employer sentiment about hiring appears to be much more encouraging than in the second quarter of 2008 when 30% of companies interviewed intended to add employees, and none planned to

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Project Worm Burner 2008 Save the Date of September 18th

The EDC is currently preparing their annual Project Worm Burner site consultant and broker golf tournament and commercial real estate tour event. More information to follow.



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The Hagerstown-Washington County Economic Development Commission is a county agency which strives to promote employment and provide assistance to new and existing industries in Washington County, Maryland. The EDC interacts with a vast network of public, private, and nonprofit organizations to address business needs. The *Crossroads* newsletter is produced quarterly by the EDC. For additional information or to submit items for this newsletter, contact:

Sarah J. Lankford
100 West Washington Street
Room 103
Hagerstown, MD 21740-4710
240-313-2280
Fax: 240-313-2281
slankford@hagerstowncdc.org

EDC Takes Home Two MEDA Awards at Annual Conference

The third annual Maryland Economic Development Association (MEDA) Economic Development Awards were presented at the 2008 MEDA Annual Conference, held June 1-3 at the Hyatt Regency Chesapeake Bay in Cambridge. The awards recognized outstanding efforts to attract new businesses, assist existing businesses, redevelop business districts, market communities, and support workforce development initiatives, tourism activities, and agricultural programs.

The MEDA Volunteer of the Year honor was presented to Mr. Merle S. Elliott of Hagerstown. MEDA also presented its Judges' Award to the EDC for the Hopewell Express - Employment Transportation Program.

For more information on MEDA, visit <http://www.medamd.com>.

Hopewell Express - Employment Transportation Program



The EDC played an active role in the Hopewell Express project, a collaboration of County, State and private partners that developed a free transportation program to assist individuals who are seeking employment or who are already working at facilities located in the Hopewell Valley Industrial Park.

Listening to employers in Hopewell Valley, the EDC determined the businesses had jobs available, and needed workers, but a major barrier existed in that public transportation was not provided in that area. After two years of planning and development, the

Volunteer of the Year Award - Merle Elliott



EDC Executive Director Timothy Troxell and Award Winner Merle Elliott

MEDA considers persons who are not employed as a full-time economic developer for this prestigious award. Nominees are reviewed for their involvement on a particular economic development project during the previous calendar year or their work with an economic development organization over a period of years. The EDC nominated Mr. Elliott for this award.

Spending the last 28 years in various unpaid volunteer positions, Merle Elliott has made a positive impact on the economic growth of Washington County and the State of Maryland. Mr. Elliott was instrumental in developing the County's first business parks, attracting Citicorp to Washington County, and tackling projects in downtown Hagerstown that private developers considered too risky.

Mr. Elliott has retired as The Executive Partner-CEO from Smith Elliott, Kearns & Company, LLC, an accounting firm he helped found in 1963. He currently serves as Chairman of the Board of the Hagerstown-Washington County Industrial Foundation (CHIEF).

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Kellogg Company to Lease New "Green" Warehouse in Hagerstown



Kellogg's will occupy 215,460 sf of the newly constructed 554,000 sf facility

Kellogg Company has signed a long-term lease for its newest distribution center. Located in the Hunter's Green II Business Park at 11841 Newgate Boulevard in Hagerstown, Maryland, the company will be utilizing 215,460 of a 554,000 sf facility currently being constructed by Liberty Property Trust. The entire Liberty at Hunter's Green project is utilizing "green" construction methods under The Leadership in Energy and Environmental Design (LEED) Green Building Rating System, developed by the U.S. Green Building Council.

Kellogg Company has been most recently honored as one of the World's Most Ethical Companies by the researchers and editors of Ethisphere Magazine. They are also renowned for their volunteer service and diversity acceptance.

Timothy Troxell, CECD, executive director

of Hagerstown-Washington County Economic Development Commission, comments, "Attracting an internationally known company like Kellogg's is a real testament to Hagerstown's transportation attributes. The jobs and investment they are creating in our community will help move the local economy forward."

"Washington County's ability to fast-track the construction of the building was imperative to us securing this deal," said Troy Briggs, director of leasing & development for Liberty Property Trust. "Liberty at Hunter's Green provides Kellogg's with a state-of-the-art Class A warehouse in a desirable business location." Strategically located off Interstate 81, the facility provides easy access to Harrisburg, Philadelphia, Pittsburgh, Baltimore, New York and New Jersey. Corporate neighbors

include: Tractor Supply, Purina, Staples, Lenox, Home Depot, FedEx, PetSmart, and Pavestone.

With 2007 sales in excess of \$11 billion, Kellogg Company (NYSE:K) is the world's leading producer of cereal and a leading producer of convenience foods, including cookies, crackers, toaster pastries, cereal bars, fruit snacks, frozen waffles and veggie foods. The company's brands include Kellogg's®, Keebler®, Pop-Tarts®, Eggo®, Cheez-It®, Nutri-Grain®, Special K®, Rice Krispies®, Murray®, Austin®, Morningstar Farms®, Famous Amos®, Carr's®, Plantation® and Ready Crust®. Kellogg products are manufactured in 17 countries and marketed in more than 180 countries around the world.

FedEx Freight Constructing and Relocating to New Site

FedEx Freight, a subsidiary of FedEx Corp. (NYSE:FDX), is relocating their operations within Washington County, Maryland. The new terminal is under construction on Transportation Circle, near the intersection of Md. 63 and Interstate 70 west of Hagerstown, and will replace an existing FedEx terminal near the Hagerstown Regional Airport. Once complete, this hub will be the largest operation in the FedEx Freight system of more than 330 service centers.

According to project plans, the 137 acre truck terminal will include a 142,160 sf loading dock with 280 doors, an 8,000 sf

office building, and a 14,160 sf garage with fuel pumps. It also will include 892 parking spaces for trucks as well as 281 regular parking spaces. About 200 trucks are expected to use the terminal everyday and it would be open 24 hours per day, seven days per week.

Current employment with FedEx Freight is 135 full-time jobs. The \$43 million project could add 12 jobs in 2009 and up to 33 more by 2013 to total 180 full-time jobs at the center. Within FedEx Corp., the FedEx Freight segment had annual revenues of \$4.6 billion in fiscal year 2007. With corporate offices in Memphis, Tenn.,

the segment includes FedEx Freight, a leading U.S. provider of regional next-day and second-day and extended LTL freight services; FedEx National LTL, a leading U.S. provider of long-haul LTL services; FedEx Freight Canada, an LTL operating company serving most points in Canada; FedEx Custom Critical, North America's largest time-specific, critical shipment carrier; and Caribbean Transportation Services, the leading provider of airfreight forwarding services between the United States and Puerto Rico. For more information, visit the FedEx web site, www.fedex.com.

Celebration of Business 2008

The EDC honored the local business and industrial community April 8th at Celebration of Business 2008. This event was held at the Fountain Head Country Club in Hagerstown, Maryland, beginning with a VIP Reception followed by dinner.

"The annual Celebration of Business is the Economic Development Commission's opportunity to recognize and thank local companies for doing business in Washington County," said Timothy R. Troxell, CEcD, executive director of the EDC. "Because local businesses provide good jobs for our citizens and support important events and quality of life initiatives, we take this opportunity to say thank you for all they do to make Washington County a better place to live, work and play."

The Keynote Speaker for the event was Antonio J. Mendez. Mr. Mendez is a retired CIA intelligence officer, an author and an artist. He lives and works in his studios and gallery on a forty-acre farm in rural Washington County. Mendez is also an award-winning painter with an international reputation.

Mr. Mendez is most famous for the Canadian caper during the Iran hostage crisis. Six American diplomats were smuggled out of Iran by disguising them as a Canadian film crew using passports supplied by the Canadian government.

His first book, *The Master of Disguise; My Secret Life in the CIA*, was published by William Morrow in November 1999 on the tenth anniversary of the Wall coming down in Berlin. For twenty-five years he worked undercover, often overseas, participating in the shadow conflicts in some of the most important theaters of the Cold War. His book chronicles many of these covert action and human intelligence collection operations.

During the conclusion of Mr. Mendez's address to the audience, he "disguised" local government officials (see above photo).



From Left to Right: Antonio J. Mendez, The Honorable James G. McCleaf, The Honorable Charles F. (Skip) Kauffman, Jr., The Honorable John F. Barr, and The Honorable Robert E. Bruchey, II

In addition, the EDC honored more than 25 local businesses during the event who have reached milestones in their number of years of conducting business in Washington County.

Celebration of Business 2008 was generously sponsored by over 20 local businesses including: A.C. & T. Company, Inc.; Bowman Development Corporation; Capital Express Group, LTD; Callas Contractors, Inc.; Centra Bank; Charles E. Brake Company, Inc.; City of Hagerstown; Corporate Office Properties Trust; Demcore Development; Ellsworth Electric, Inc.; Hagerstown Kitchens, Inc.; Hagerstown Trust Company; Keller-Stonebraker Insurance,



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WEBSITE

EDC's 2007 Annual Report, 2008 Business & Industry Directory, and the 2008 Economic Data Summary.

High Rock Studios, of Hagerstown, was the design and technical consultant for the project. For more information regarding High Rock Studios, please visit www.highrockstudios.com.

DIRECTORS

has completed filling a vacancy for another member.

"The EDC's appointed members will continue to provide strong leadership and oversight to the Commission's responsibilities. With their help, the EDC will build upon its past successes and continue its focus on the recruitment and retention of quality, well-paying jobs for the citizens of Washington County," said Timothy R. Troxell, CECd, EDC executive director. "The staff joins me in wishing them well during

their term as directors and in welcoming Mr. Seibert onto our team."

Other members of the Board of Directors currently serving include Jeffrey A. Cline; R. Michael Deming; Robert E. Ernst, II; James D. Loble; Dana Moylan-Wright; John L. Schnebly; and, Noel C. Williams. Ex-officio members include the Honorable Kristin B. Aleshire; the Honorable Robert E. Bruchey, II; Deborah Everhart; Robert Garver; and, Richard W. Phoebus, Sr.

SURVEY

reduce staff levels," said Jeffers. "Hiring activity is expected to be much stronger than one year ago when 37% of companies surveyed planned to increase staff levels and 7% expected to cut payrolls."

For the coming quarter, job prospects appear best in Construction, Durable and Non-Durable Goods Manufacturing, Education, Services and Public Administration.

Employers in Wholesale/Retail Trade voice mixed hiring intentions. Hiring in Transportation/Public Utilities and Finance/Insurance/Real Estate is expected to remain unchanged. Nationally, U.S. employers are projecting a slight decline in hiring for Quarter 3 2008, according to the seasonally adjusted survey results. Of the 14,000 U.S. employers surveyed, 26% expect to increase their workforces during the July-September period, while 10% expect to scale back their payrolls for a net employment outlook of 16% (seasonally adjusted 12%). Fifty-eight percent expect no change in the hiring pace, and 6% are

undecided about their hiring plans. The next Manpower Employment Outlook Survey will be released on September 9, 2008 to report the hiring expectations for Quarter 4 2008.

About the Survey

Employment services company Manpower Inc. releases the Manpower Employment Outlook Survey quarterly to measure employers' intentions to increase or decrease the number of employees in their workforce during the next quarter. The survey has been administered for more than 45 years and is one of the most trusted surveys of employment activity in the world. A highly respected economic indicator, the survey reports on findings from 32 countries and territories around the world. The U.S. results are based on interviews with more than 14,000 public and private employers in 460 market areas across the country.

HOPEWELL

Hopewell Express is flourishing, helping fill over 80% of the job vacancies for Hopewell Valley Employers. The project was a win-win-win. Employers in Hopewell Valley boosted their applicant pool, the Washington County Department of Social Services transitioned several clients off of State assistance, and the per-capita wage for the community was raised. The project is creating a more productive workforce that will contribute to the future success of the companies involved as well as economic development in general. For more information on the Hopewell Express, please visit the online Hopewell Express Brochure at http://www.washco-md.net/public_works/commuter/pdfs/hopewellbrochure.pdf.

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Inc.; Kline Associated Roofing Contractors, Inc.; Liberty Property Trust; M&T Bank; MEC Realty Associates, Inc.; Orrstown Bank; PenMar Development Corporation; PNC Bank; Sovereign Bank; Susquehanna Bank; and, Tri-County Council for Western Maryland.

August



- 6 Electrical Safety Seminar, 8:30 a.m. to 12:30 p.m. at Frederick Community College, Frederick, MD*
- 7 EDC Infrastructure Committee meeting, 8 a.m. at the EDC
- 13-16 MD Association of Counties (MACo) Annual Summer Conference in Ocean City, MD
- 14 EDC Board meeting, 7:30 a.m. at the EDC
- 14 Quad-State Legislative Conference, Noon in Winchester, VA
- 19 Material Safety Data Sheets/Right to Know/Personal Protective Equipment Seminar, 8:30 a.m. to 3:30 p.m. at State Highway Administration, Frederick, MD*

September



- 1 County offices closed for holiday
- 4 EDC Infrastructure Committee meeting, 8 a.m. at the EDC
- 9 Characteristics of an Effective Safety & Health Program Seminar, 8:30 a.m. to 12:30 p.m. at State Highway Administration, Frederick, MD*
- 11 EDC Board meeting, 7:30 a.m. at the EDC
- 18 Project Worm Burner at Black Rock Golf Course
- 25-26 Trident Initiative - Entrepreneurial Conference at USM-Hagerstown
- 27 Fort Ritchie Community Center Grand Opening Celebration, 11 a.m. to 3 p.m. at Fort Ritchie at Cascade

October



- 1 Excavation Safety Seminar, 8:30 a.m. to 3:30 p.m. at State Highway Administration, Hagerstown*
- 2 EDC Infrastructure Committee meeting, 8 a.m. at the EDC
- 9 EDC Board meeting, 7:30 a.m. at the EDC
- 16 Maryland Economic Development Association (MEDA) Fall Conference
- 22-24 Mid-Atlantic Bio Conference in Dulles, VA
- 23 City of Hagerstown Quarterly Informational Meeting, 8:15 a.m. at City Hall, Council Chamber, Second Floor
- 23 Intro to OSHA Recordkeeping Seminar, 8:30 a.m. to 12:30 p.m. at State Highway Administration, Hagerstown*
- 31 SmartProc 08 Conference at FSK Holiday Inn Holidome in Frederick, MD

*Free seminar offered by Maryland Occupational Safety and Health. For information, call 410-880-4970.

MARYLAND TIDBITS

MD Ranks 2nd in Milken Institute's State Technology and Science Index

Maryland moved up from fourth to second in this year's Milken Institute's State Technology and Science Index, thanks to strong positions across the many indicators used by the Institute. In particular, the report cited an improvement in the ability to attract business into the state and new projects that link research institutions with industry to produce the most advanced products.

"With strong partnerships between the public and private sectors, and collaborative research with universities, federal and commercial partners, we have been able to create a strong technology industry in Maryland," said Gov. Martin O'Malley. "The results of the Milken Institute study are further evidence that Maryland is highly and increasingly competitive in drawing, retaining, and growing technology-based businesses."

The top five states were Massachusetts, Maryland, Colorado, California and Washington. The 2008 Index looks at 77 unique indicators that are categorized into five major components: Research and Development Inputs, Risk Capital and Entrepreneurial Infrastructure, Human Capital Investment, Technology and Science Work Force, and Technology Concentration and Dynamism. It is one of the most comprehensive examinations of state technology and science assets.

To view the report, go to <http://www.milkeninstitute.org>.



Governor O'Malley Announces MD BIO 2020 Initiative

Governor Martin O'Malley unveiled a new vision in June for the bioscience industry in Maryland. Under the Maryland BIO 2020 Initiative, the State of Maryland will invest \$1.1 billion in Maryland's bioscience industry over the next 10 years - the largest per capita investment in the biosciences made by an state in the country - to attract and grow biotechnology companies in Maryland.

The initiative includes the creation of a "one stop shop" of the Maryland Biotechnology Center; expanding and improving Maryland's Biotech Investment Tax Credit; growing Maryland's Technology Incubator Network; and continuing to grow Maryland's nation leading Stem Cell Research Fund.

"The Bio 2020 Initiative is a comprehensive, targeted plan to leverage Maryland's science and technology assets and nationally acclaimed workforce to attract and grow the bioscience opportunities of tomorrow in Maryland," said Gov. Martin O'Malley.

To view the Governor's vision for the bio industry, go to <http://www.emarketingmd.org/Edge/images/BioVisionFinal.pdf>.

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100 West Washington Street, Room 103
Hagerstown, MD 21740-4710

